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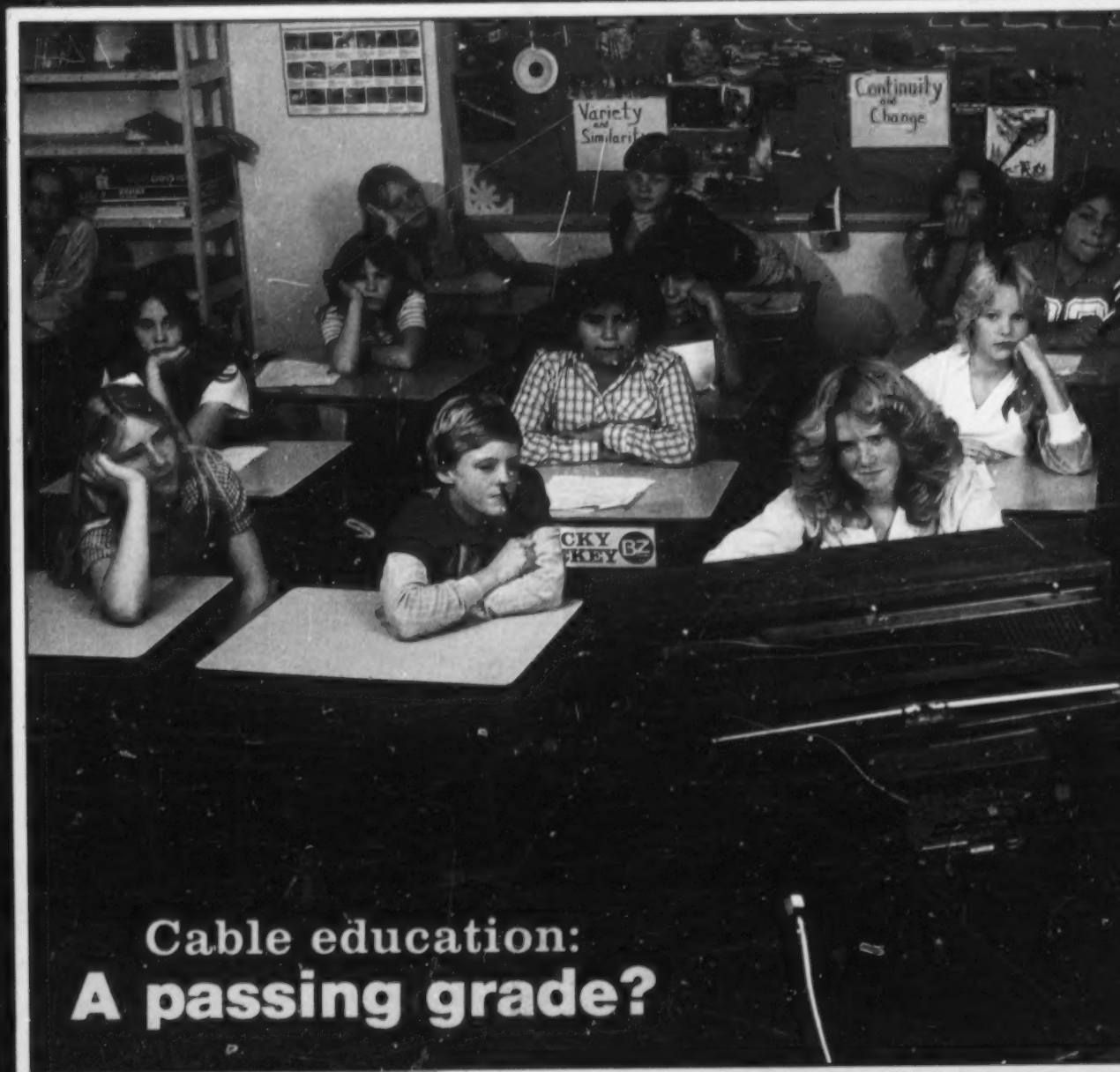
- CBS submits California franchise proposal
- Battle lines drawn over copyright compromise
- RCA Americom announces November lease auc
- PlayCable to launch in New York metro area

CableVision

The news and features weekly of the cable television industry

November 9, 19



Cable education: A passing grade?

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Cover story

Educational organizations are beginning to grip cable's potential, but concerns are taking shape over how far and strong the movement wil be. As *CableVision* assistant editor Simon Applebaum reports, participants on both sides of the classroom have much to teach each other before they give lessons to the public by wire. **Page 40.**
Cover photo by Rob Stuehrk.

Leading the week

The copyright compromise negotiations have caused angry reactions from resale common carriers and some operators of mid-sized systems; RCA Americom has announced a November 9 lease auction; and PlayCable prepares its launch in the New York metro area. **Pages 13-17.**

Programming potential

20th Century-Fox has optioned a potential series made exclusively for cable. Whether the program will run on a cable network is still up in the air, but Fox officials appear confident; and while the Dodgers and Yankees fight it out on the baseball field, three cable services do the same with World Series programming. **Pages 20-25.**

One up, one down

The cable guide publishing business is a tenuous one as indicated by the termination of one guide while another company prepares a separate publication. **Page 29.**

Sports wrinkles

A 13-year veteran in providing programming to cable, Madison Square Garden Communication-Network proves it is a champion of the cause, as it prepares to enter the recently activated sports-on-cable splurge. **Page 31.**

Cable pledge

As the FCC ruled last summer that CBS could enter the cable ownership fraternity, the broadcast giant quickly moved into entering the franchising party with its bid in Alameda, California. **Page 49.**

Bird bumping

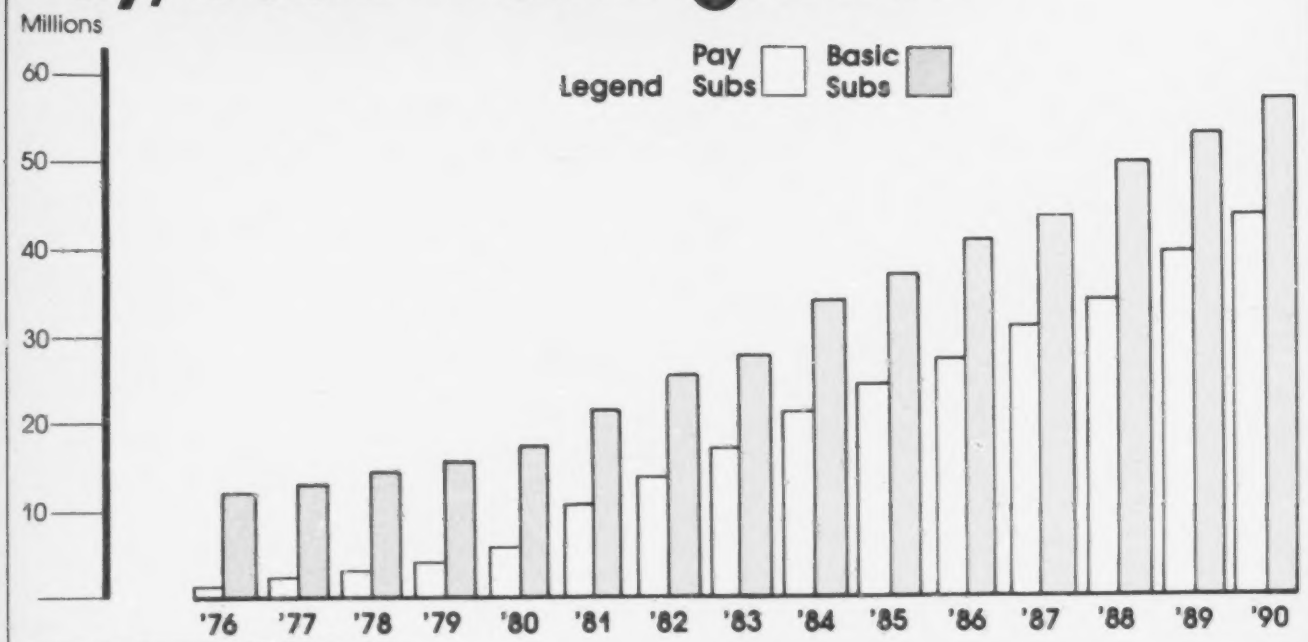
Southern Satellite Systems has filed a legal action against RCA Americom attempting to retrieve its right to a transponder on Cable Net Two; plus FCC commissioner Joseph Fogarty sounds off on proposed commission budget cuts. **Page 50.**

Making a move

Realizing that narrowcasting is the way to go in terms of programming and finding an audience, Viacom is offering its first show aimed at an "upscale viewer." **Page 59.**

San Francisco Mayor Dianne Fienstein tries a T-shirt for size at conference announcing the five-mile race sponsored by Home Box Office November 1 to help save the city's historic cable cars. The event was open to runners, joggers, walkers. Bay Area residents, visitors and others interested in saving the cars. "It is ironic and significant that the pioneering industries of the 1980s, pay cable TV, are triggering an effort to help save an industry of the 1980s," the mayor said.

Pay/basic cable growth



Pay/basic subscriber counts for 1981-1990 are projections

Top 100 MSOs

Rank	Multiple System Operator	Subscribers
1.	ATC	1,625,000
2.	Teleprompter/Westinghouse	1,533,322
3.	TCI	1,277,000
4.	Cox Cable Communications, Inc.	1,019,989
5.	Warner Amex Cable Communications, Inc.	800,000
6.	Storer Cable Communications	750,000
7.	Times Mirror	635,368
8.	Newhouse Broadcasting (includes NewsChannels, MetroVision and Vision Cable)	528,981
9.	Viacom Cablevision	494,793
10.	UA-Columbia	467,544
11.	Sammons Communications, Inc.	433,545
12.	United Cable Television Corporation	432,112
13.	Continental Cablevision, Inc.	410,000
14.	General Electric Cablevision Corporation	276,000
15.	Cablecom General/Capital Cities	268,577
16.	TeleCable Corporation	264,000
17.	Midwest Video Corporation	239,349
18.	Heritage Communications	210,000
19.	Liberty Communications	208,298
20.	Cablevision Systems, Development (includes Cablevision of Chicago)	206,000
21.	Service Electric Cable TV, Inc.	189,500
22.	Comcast Corporation	186,392
23.	Wometco Communications, Inc.	180,000
24.	Century Communications	162,000
25.	TCA Group	155,000
26.	Tele-Media Corporation	154,000
27.	Western Communications, Inc.	146,399
28.	MacLean Hunter (includes Metro, Suburban and Wayne Cable)	143,451
29.	Daniels & Associates, Inc.	140,000
30.	Colony Communications, Inc.	131,459
31.	Jones Intercable, Inc.	124,341
32.	Prime Cable	121,000
33.	Rollins Cable Vue, Inc.	105,000
34.	Harris Cable Corporation	101,222
35.	Centel Communications	99,296
36.	Harron Communications Corporation	89,093
37.	Tribune Company Cable	87,457
38.	Multimedia Cablevision, Inc.	85,000
39.	Communications Service, Inc.	84,248
40.	Buckeye Cablevision	82,777
41.	Cable Vision Industries	82,000
42.	Armstrong Utilities (includes Armstrong Communications Corporation, National Cable TV Corporation and North Landerdale Cablevision	80,471
43.	Plains Communications, Inc.	80,000
44.	Multi-Channel TV Cable Company	75,000
45.	McDonald Group	72,679
46.	Cablentertainment	69,067
47.	Palmer Communications, Inc.	67,672
48.	Adams-Russell Company	65,000
49.	Alda Group	63,470
50.	King Videocable Company	63,145
51.	Perry Cable TV Corporation	62,000
52.	Omega Communications, Inc.	57,000
53.	Summit Communications	56,013
54.	Buford Television, Inc.	55,283
55.	Omni Cable TV Corporation	55,000
56.	Televents, Inc.	53,787
57.	WEHCO Video, Inc.	53,000
57.	Booth Communciations	53,000
59.	National Telecommunications Company	52,100
60.	Southern Oregon Cable TV	52,000
61.	Pencor Services, Inc.	50,340
62.	The Essex Group	47,500
63.	U.S. Cablesystems	47,000
64.	Communications Systems, Inc.	45,172
65.	US Cable Corporation	45,000
66.	Cable America	44,000
67.	Sonic Cable TV	43,642
68.	Clear TV Cable Corporation	43,000
68.	Falcon Communications	43,000
70.	UltraCom Inc.	42,754
71.	Coaxial Communications	42,000
72.	Adelphia	41,828
73.	American Cable TV	40,640
74.	Susquehanna Broadcasting	39,000
75.	Lenfest Group	38,800
76.	Acton Corporation	38,398
77.	McCaw Communications	36,695
78.	Nor-Cal Cablevision Inc. (McClatchy-Viacom)	36,109
79.	The Daily Press	36,000
80.	Cable TV of Puget Sound	35,000
80.	Consolidated Cable Systems	35,000
80.	Greater Media	35,000
83.	Total TV, Inc.	33,734
84.	Cross Country Cable	33,000
85.	Oak Communications	32,644
86.	Gans, Joseph S.	32,000
87.	Six Star Holding Company	30,000
88.	Cable Holdings, Inc.	28,000
89.	Heilicon Corporation	27,551
90.	Commanwealth Cable of Massachusetts	27,000
91.	Selkirk Communications	26,080
92.	Fetzer Cablevision	26,000
93.	Lawrence Flinn Jr.	25,578
94.	Midcontinent Cable Systems	25,000
95.	Karnack Corporation	24,686
96.	Gulf Coast Cable TV Ltd	24,548
97.	Gerity Cablevision	24,250
98.	Potomac Valley TV Company	24,089
99.	Columbia Communications Corporation	23,655
100.	Harmon & Company	23,000

Satellite line up

Satcom I (RCA Americom)

	Transponder
Warner Amex (Nickelodeon/ARTS)	1
PTL Television Network	2
United Video (WGN, WFMT, Lifestyle, JISAL, Dow Jones)	3
Inoperative	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, The Women's Channel, Cabletext, North American Newstime)	6
ESPN	7
Christian Broadcasting Network	8
USA Network, C-SPAN, Black Entertainment Television	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO owned, presently not working	13
Cable News Network	14
Warner Amex owned (RCA message traffic)	15
Showtime, ACSN, National Jewish Television, AETN, Compact Video (4:00 p.m. to 4:00 a.m.)	16
Showtime (used by Eastern Microwave for WOR)	17
Reuters, GalaVision (at night)	18
United Video (7:00 a.m. to noon) Times Mirror (Spotlight, noon to 7:00 a.m.)	19
HBO (Cinemax-east)	20
Landmark (Home Theater Network during early evening)	21
HBO (west), Modern Satellite Network, leased for Daytime Jan. '82	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IIIR—Projected launch November 19, 1981, 24 transponders, 4/6 GHz
Satcom IV—Projected launch January 12, 1982, 24 transponders, 4/6 GHz
Satcom V—Projected launch mid-1982
Satcom IR—Projected launch September 1983
Satcom IIR—Projected launch September 1983

Westar III (Western Union)

	Transponder
Audio	1
Hughes Television Network, Blairsat	2
Intelsat (Mexico)	3
Audio	4
Occasional use	5
CBS Cable	6
Robert Wold Company/Satori (Private Screenings)	7
SIN	8
SSS (SPN)	9
ABC TV	10
CNN	11
Eternal Word Television Network/occasional video services	12

Westar IV—Projected launch February 1982
Westar V—Projected launch September 1982

Comstar D-2 (AT&T/GTE)

	Transponder
ESPN (Rainbow Programming/Bravo-evenings)	3H
National Christian Network (subleased to Rainbow/Escapade)	4V
SIN	4H
Warner Amex	6V
HBO (Cinemax-east, temporary)	7V
Showtime (subleased to Compact Video)	8V
Trinity Broadcasting	9V
HBO	9H
American Medical Buildings	10V

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2) Viacom (2)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1)
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz
Spacenet III—presently being built

Franchising in the top 50

Rank	Market	Status of Core City
1.	New York	Manhattan-OP/four unwired boroughs-FP
2.	Los Angeles	City is divided into seven parts (1 OP/3 FG/3 FP)
3.	Chicago	BP
4.	Philadelphia	City is divided into four parts (1 OP/3 FP)
5.	San Francisco	OP (system to be upgraded)
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas-Ft. Worth	FG-one for each city
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/	FP
14.	St. Louis	BP
15.	Seattle/Tacoma	City is divided into four parts (2 OP/1 FC/1 BP)/, Tacoma-OP
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	BP/OP
19.	Baltimore	BP
20.	Denver	FP
21.	Indianapolis	FG (to be turned on shortly)
22.	Sacramento/ Stockton	BP/OP
23.	San Diego	OP
24.	Portland	City is divided into two parts (1 OP/1 FG)
25.	Kansas City	OP
26.	Hartford/New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FP
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FC
37.	Greenville/Spartansburg/Asheville	Three systems-OP
38.	Grand Rapids/ Battle Creek/ Kalamazoo	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lancaster/Lebanon	Four systems-OP
47.	Norfolk/Newport News/New Hampton/ Portsmouth	Four systems-OP
48.	Wilkes-Barre/Scranton	Two systems-OP
49.	Albany/ Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend:
OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Based on chart from the National Cable Television Association report on cable franchising.